

## REPORT ON AVOCADO VARIETIES FROM THE MARKET STANDPOINT

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The L. A. Market is partial to green colored fruit.

Popularity of size is controlled mostly by price. However up to the present time and prices, sizes 7 and 9-oz. fruits are best sellers. The public likes a fruit that costs them about 30 to 50c.

With much lower prices I believe that good large fruit will find a readier market than they do today, such as Linda, Lyon, Queen, Sharpless, Anaheim and Challenge. But probably smaller fruit will still receive preference.

The Fuerte has made itself the most popular of all. Its size, keeping and handling qualities are superior to all.

The Spinks is in a class by itself and requires special care and merchandising efforts to sell; a large quantity is being sold taking the lowest price of all.

The Puebla is a good all round fruit. The seed is quite large but at a lower price than Fuerte finds a ready sale.

In the Mexican varieties, we find that the Topa Topa due to its size and appearance brings a better price than any other of this type.

The Ganter if sold at the proper time finds a ready market. It however acquires large brown spots after cracking which is much against it.

The Harmon and Northrop both behave well and find a ready market at a fair price.

The Dickinson has found some disfavor due to its hard brittle shell-like skin. The trades have some difficulty in determining ripeness of fruit, in most cases holding fruit too long. Fruits of this type have not been popular.

The Taft finds a ready market coming on the market at a time when green fruit is in demand. Its size adapts itself to the hotel, club and restaurant uses, and brings a good price. Its keeping and handling qualities are good.

The Lyon in the 3-4 to 1 lb. sizes finds a fairly good market. However it is crowded out by the Fuerte, coming during the Fuerte season. We find that the Lyon must be fully matured or it shrivels leaving a hollow space under the skin.

The Perfecto has poor keeping qualities and behaves poorly spoiling at stem end. Its size is against it too.